



WPTV

ORDER

Print Date 08/20/12

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Flight Dates **08/22/12-08/28/12**

Contract / Revision **307858 /**

Original Date / Revision
08/14/12 08/14/12

Advertiser **60 Plus Association**

Agency **Mentzer Media**

Buying Contact

**600 Fairmont Avenue - Suite #306
Towson, MD 21204**

Product

Senate

Agency Com 15%

Billing Contact

**600 Fairmont Avenue - Suite #306
Towson, MD 21204**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **1909**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	2	\$1,700.00	\$2,000.00	0.00
September 2012	1	\$850.00	\$1,000.00	0.00
Totals	3	\$2,550.00	\$3,000.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/26/12	2	\$1,700.00	\$2,000.00
08/27/12	08/27/12	1	\$850.00	\$1,000.00

													<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
E 1	WPTV	08/22/12	08/28/12	M-F 5-530p M-F 5-530p	CM	5-530p	1- 11- - -	:30	3	\$1,000.00	P-2	0.00 NM	3	\$3,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/22/12	08/28/12	1- 11- - -			3		\$1,000.00		0.00				
													Totals	3	\$3,000.00